



# RTD Tea in Kazakhstan

December 2025

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RTD tea best performing soft drink in 2025

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Continuing thirst for RTD tea

Flavour innovation key driver of sales

#### WHAT'S NEXT?

Rosy outlook over forecast period

Continuing focus on flavours

Little demand for reduced sugar offerings

#### COMPETITIVE LANDSCAPE

Galanz Bottlers holds on to commanding lead

Fuze Tea registers explosive volume growth

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### KEY DATA FINDINGS

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Recovery, after previous difficult year

Consumers still price sensitive

RTD tea strongest performer

Continuing flavour innovation

#### WHAT'S NEXT?

Moderate volume growth over forecast period

Continuing price sensitivity

Continuing regulatory pressure on energy drinks

## COMPETITIVE LANDSCAPE

Coca-Cola holds on to commanding lead and makes strong recovery after difficult 2024

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## SOURCES

Summary 1 - Research Sources

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